

What is claimed is:

1. A system for distribution of a targeted advertisement over a communication network to an addressable set of users, said system comprising:

5           a database including demographic information for a plurality of users;

an order processing component in communication with said database, said order processing agent upon receiving a demographic query, determines a set of users matching said demographic query from said database;

an email service provider component in communication with said order processing

10 component, to receive information regarding said set of users matching said demographic query, to send a targeted advertisement over said communication network to each user in said set of users;

an accounting component, in communication with said communication network, to receive information regarding users' receipt of said targeted advertisement

15 2. The system of claim 1 further including:

an order placement interface, to allow an entity to provide information including a demographic query and a targeted advertisement to said system, and to provide said entity with information from said accounting component.

20 3. The system of claim 2 wherein said order placement interface accepts a demographic query from an entity, and interactively provides data regarding users who match said demographic query.

25 4. The system of claim 3 further including a demographic query agent, in communication with said database, said demographic query agent maintaining information regarding users matching demographic criteria, to provide said data regarding users who match said demographic query.

30 5. The system of claim 4 wherein said demographic query agent updates said maintained information by determining a number of users matching a randomly chosen demographic criteria.

6. The system of claim 1 wherein information regarding users' receipt of said targeted advertisement are selected from the group including undeliverable message, message which request further information over said communication network, and responses from users who respond to said targeted advertisement.
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7. The system of claim 1 wherein said database can accept a new demographic category, and said system will query said users for information regarding said new demographic category, and update a user's demographic information in said database based on said user's response to said new demographic category.
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8. The system of claim 4 wherein said order processing component includes:  
an order fulfillment agent in communication with said demographic query agent, to receive information regarding said set of users matching said demographic query; and to provide addressing information for each user in said set of users to said email service provider component.
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9. The system of claim 8 including a plurality of order fulfillment agents.
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10. The system of claim 8 wherein said order fulfillment agent communicates with said email service provider component through a queue.

11. A method for distributing a targeted advertisement to a set of users meeting a defined demographic requirement, said method comprising:  
5           obtaining demographic information for a plurality of users;  
selecting a set of users who match a demographic query comprising a combination of demographic criteria, said selection based on said demographic information;  
sending to each user in said set of users said targeted advertisement over a communications network; and  
providing each user with a communication channel to allow each user to provide  
10 additional demographic information.
12. The method of claim 11 wherein said step of obtaining demographic information includes storing said demographic information for each user in a database in defined demographic categories, wherein new demographic categories may be added to said database.  
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13. The method of claim 12 further including:  
when a new demographic category is added to said database, querying each user to obtain additional demographic information based on said new demographic category, and storing said additional demographic information in said database.  
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14. The method of claim 12 further including:  
analyzing said database to determine sets of users who match defined demographic criteria, and maintaining in memory information regarding said determined sets.
- 25       15. The method of claim 14 further including:  
randomly selecting one of said defined demographic criteria, analyzing said database to determine an updated set of users who match said selected defined demographic criteria, and updating said information in memory regarding said updated set of users.
- 30       16. The method of claim 14 further including:

providing interactive information to entities regarding users who match a demographic query by using said information in memory regarding said determined sets.

17. The method of claim 11 further including:

5 receiving an indication of receipt of said targeted advertisement by said user.

18. A system for distribution of a targeted advertisement over a communication network to an addressable set of users, said system comprising:

5 database means for storing demographic information for a plurality of users;

order processing means for obtaining a set of users who match a demographic query;

order fulfillment means to process said set of users and preparing targeted advertisements for each user;

transmitting means for transmitting said targeted advertisement to each user in said set of users;

10 accounting means, for receiving information regarding users' receipt of said targeted advertisement;

database updating means, for updating said database means with new demographic information; and

15 control means for monitoring and controlling said system, including means for dynamically increasing and decreasing processing of said system.

STATE OF CALIFORNIA  
DEPARTMENT OF MOTOR VEHICLES  
REGISTRATION CARD